



CITY OF NEWPORT BEACH BOARD OF LIBRARY TRUSTEES STAFF REPORT

September 15, 2025
Agenda Item No. 8

TO: BOARD OF LIBRARY TRUSTEES

FROM: Library Services Department
Melissa Hartson, Library Services Director
(949) 717-3801, mhartson@newportbeachca.gov

PREPARED BY: Melissa Hartson, Library Services Director

TITLE: Report of August Library Activities – September 15, 2025 Meeting

MELISSA HARTSON, LIBRARY SERVICES DIRECTOR

Librarian III Recruitment

Human Resources posted the recruitment for the Librarian III Circulation Coordinator vacancy at the end of July. First and second round interviews were conducted in August, and a conditional offer was made to the top candidate. Human Resources will move forward to complete a background and fitness check on this candidate. The Library anticipates setting a start date within the coming weeks.

WHEELHOUSE LIST FOR LIBRARY TRUSTEES

- Medicine in Our Backyard: Hearing Loss
Monday, September 22, 7 p.m.
Community Room, Civic Center
- Medicine in Our Backyard: Cancer Care
Monday, October 13, 7 p.m.
Community Room, Civic Center
- Friends of the Library Check Presentation
Tuesday, September 23, 4 p.m.
City Council Chambers, Civic Center
- Library Live: Thomas Fuller
Thursday, October 16, 7 p.m.
Community Room, Civic Center
- Spotlight On Science: Tracing Life's Origins
Wednesday, October 8, 7 p.m.
OASIS Senior Center
- Board of Library Trustees Meeting
Monday, October 20, 5 p.m.
City Council Chambers, Civic Center
- Concert at Marina Park: The 805 Social Club
Sunday, October 12, 4 – 5:30 p.m.
Civic Center Green

REBECCA LIGHTFOOT, LIBRARY SERVICES MANAGER

Literacy

Literacy Coordinator Christina Smith and Literacy Department Assistant Jennifer Rusiecki have been working on the International Literacy Day Celebration for September. Coordinator Smith held a recent Tutor Training with nine new tutors and a Learner Orientation with six new learners. Project Adult Literacy (PAL) has two new office volunteers and a new social media volunteer. PAL is launching a new class in October, *Mastering the iPhone: Digital Literacy*.

Facilities

The elevator modernization project was put on hold for most of August to fabricate a part. Work will resume at the beginning of September.

ANNIKA HELMUTH, BRANCH AND YOUTH SERVICES COORDINATOR

Branch Activities

August brought lively engagement across all three branches, with programs, storytimes, and community activities continuing to draw strong attendance. Crean Mariners Branch (Mariners) wrapped up Summer Reading with a festive *Family BINGO* and added two new storytimes: an early morning *Books & Babies* to ease crowding and a *Pajama Storytime* that is quickly gaining popularity. *Toy Train Tuesdays*, previously *Toy Train Thursdays* and now hosted at Corona del Mar Branch (CdM), has also become a hit with families. With the upcoming closure of Balboa Branch, all programming there has been temporarily suspended except storytime.

Youth Services

Youth programming at the Central Library (Central) featured a mix of literacy-based and creative activities. A *STEAM Lab* on August 19 invited participants to create sundials and sun prints. On August 21, *Middle Grade Book Club* brought together readers for a lively discussion of *The Ice Cream Machine* by Adam Rubin, followed by a creative writing activity. These activities, alongside ongoing storytimes and craft opportunities, helped sustain excitement and built on the momentum of Summer Reading.

Summer Reading

The expanded eight-week Summer Reading Program was another success, filled with engaging events and exciting prizes for reading accomplishments. Energy and enthusiasm were present in abundance at all four library locations. Participation and reading outcomes improved across the board, with 9% more registrations and 7% higher program attendance than in 2024. Book reviews submitted increased by 28%, and finishers rose by an impressive 22%, demonstrating greater persistence and engagement from participants. Most notably, total minutes read increased by 58%, reaching a remarkable 912,651 minutes. We thank the Friends of the Newport Beach Library and the Newport Beach Public Library Foundation for generously funding this impactful community program.

Personnel

At Mariners, staff changes included the addition of Cece Villa as a new part-time Library Assistant, while part-time Library Clerk Sully Jacome was promoted to part-time Library Assistant and transferred to Central. CdM part-time Library Clerk Kaderina Guizar resigned on August 19. Training for the month included staff completion of the City's 2025 security awareness training.

ANDREW KACHATURIAN, ADULT SERVICES COORDINATOR

Teen Services

Librarian Danielle Yang, Library Assistant Greg Johnson, and Library Clerk Sully Jacome attended the Newport Mesa Unified School District's Back to School event at the IKEA in Costa Mesa on Saturday, August 2. They handed out tote bags to teens and promoted library services to everyone that stopped by their booth. They reported 490 visits by attendees, with many stopping by to say how much they love and appreciate the Library.

The Teen Summer Reading Program (SRP) totals were in and there were 118 registered teens and 37 teens that completed the program. We also had 102 teen volunteers help with the program, registering 1,131 hours. The teens enjoy helping with the SRP and we value their help immensely. We hosted a teen volunteer appreciation party where attendees played games, shared snacks, and got an opportunity to share their input on their experiences.

Adult Services

The Adult SRP had 375 registered adults with 130 people completing the program. Librarian Laurie Sanders hosted a warp party for adults and a zine exchange, which was a take-home craft for adults. Attendees had a great time discussing their favorite books over snacks and refreshments.

Library staff attended the 2025 Newport Beach Country Club Employee Health and Wellness Fair on August 12. Librarian Jeremy Rodriguez, Senior Library Clerk Julie Duncan, and Library Clerk Pam O'Connor interacted with 31 people and signed a number of attendees up for library cards. They answered many questions about the Media Lab and Sound Lab, upcoming concerts, Children's events, and other library services. Everyone attending was left excited to explore the Library further.

Staffing

Mikaela Malsy was promoted from the Balboa part-time Library Assistant position to the Corona del Mar full-time Library Clerk position. Candidates are currently in background for vacant part-time Library Assistant, Library Clerk I, and Library Clerk II positions. There are open recruitments for additional part-time Library Clerk I and Library Clerk II positions.

Proquest Articles Retrieved 2025-2026

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	AVG.
Business Databases	3021	7894											5458
Newspapers--Current	913	18546											9730
Newspapers--Historical	3265	3739											3502
Magazines	47	389											218

Database FY Comparisons	JUL 2025	AUG 2025	SEP 2025	OCT 2025	NOV 2025	DEC 2025	JAN 2026	FEB 2026	MAR 2026	APR 2026	MAY 2026	JUN 2026	YTD 25/26
Tracked by #searches													
A to Z Databases	481	438											919
Alexander Street	253	682											935
Ancestry	200	205											405
AskART	12	17											29
Brainfuse JobNow/VetNow	107	62											169
Britannica School Edition	9	0											9
Exploring Race in Society	24	14											38
Gale Archives Unbound	7	4											11
Gale Directory Library	45	25											70
Gale in Context: Biography	1	8											9
Gale in Context: Elementary	2	0											2
Gale in Context: Environmental	0	2											2
Gale in Context: Opposing View	17	10											27
Gale Interactive: Science	0	0											0
Gale Literature Resource Center	16	17											33
Gale eBooks	52	15											67
HeritageQuest	405	325											730
Legal Information Ref Center	64	57											121
National Geographic	12	26											38
National Geographic Kids	6	34											40
NewsBank	4794	4741											9535
NoveList Plus	48	41											89
NoveList K-8 Plus	12	146											158
ProQuest	4466	51391											55857
Proquest eLibrary	0	33											33
Reference Solutions Business	322	609											931
Reference Solutions Residential	12	29											41
SIRS Discoverer	4	12											16
SIRS Issues Researcher	267	659											926
State Statistics	5	6											11
World Book Online	9	39											48
Tracked by #page views													
Artist Works	3	2											5
Consumer Reports	2475	2156											4631
CultureGrams	68	36											104
Morningstar	3697	7618											11315
RealQuest	8	14											22
Tumblebooks	35	33											68
Value Line	9891	8507											18398
Wall Street Journal	3393	3469											6862
Tracked by courses													
LinkedIn Learning	254	262											516
Tracked by books logged													
Beanstack	7403	2832											10235
Tracked by Hours Used													
ABC Mouse	34.58	37.55											72.13
Beanstack	7738	1554											9292
Rosetta Stone	28.82	33.70											62.52

NBPL Website Usage 2025-2026

Metric	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Average	Total
Total Users	28317	28872											28595	57189
New Users	14608	15467											15038	30075
Sessions	47805	50528											49167	98333
Pageviews	122016	123728											122872	245744
Sessions Per User	2	2											2	--
Pages Per Session	3	2											3	--
Avg. Session Dur. (min)	7	7											7	--
Bounce Rate (%)	64	62											63	--

Today's Business Solutions Wireless (TBS): Total Data Transferred (GB) 2025-2026

Location	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Average	Total
Balboa	201	275											238	475
CdM	391	514											452	905
Mariners	2240	2200											2220	4440
Central	14120	16200											15160	30320
Total	16951	19189											18070	36140

Today's Business Solutions Wireless (TBS): Total Unique Patrons 2025-2026

Location	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Average	Total
Balboa	383	278											331	661
CdM	557	527											542	1084
Mariners	1454	1432											1443	2886
Central	11130	10480											10805	21610
Total	13524	12717											13121	26241

Today's Business Solutions Wireless (TBS): Average Number of Patrons Per Day 2025-2026

Location	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Average	Total
Balboa	30	21											26	51
CdM	32	34											33	66
Mariners	111	109											110	220
Central	746	672											709	1418
Total	919	836											878	1755

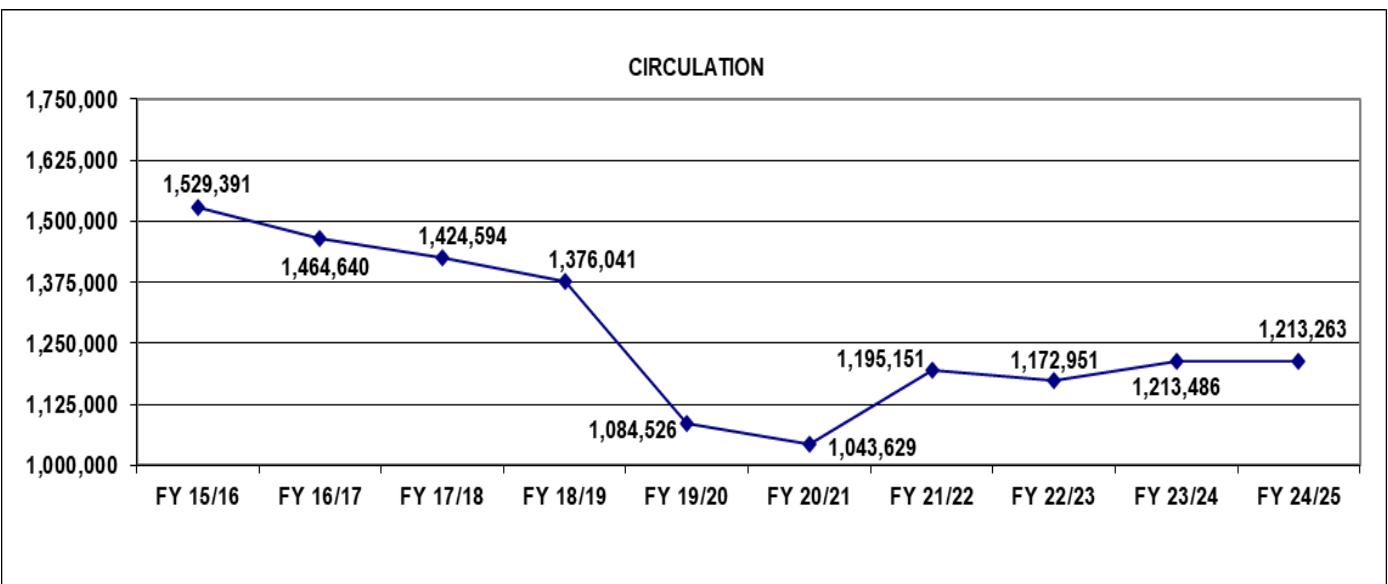
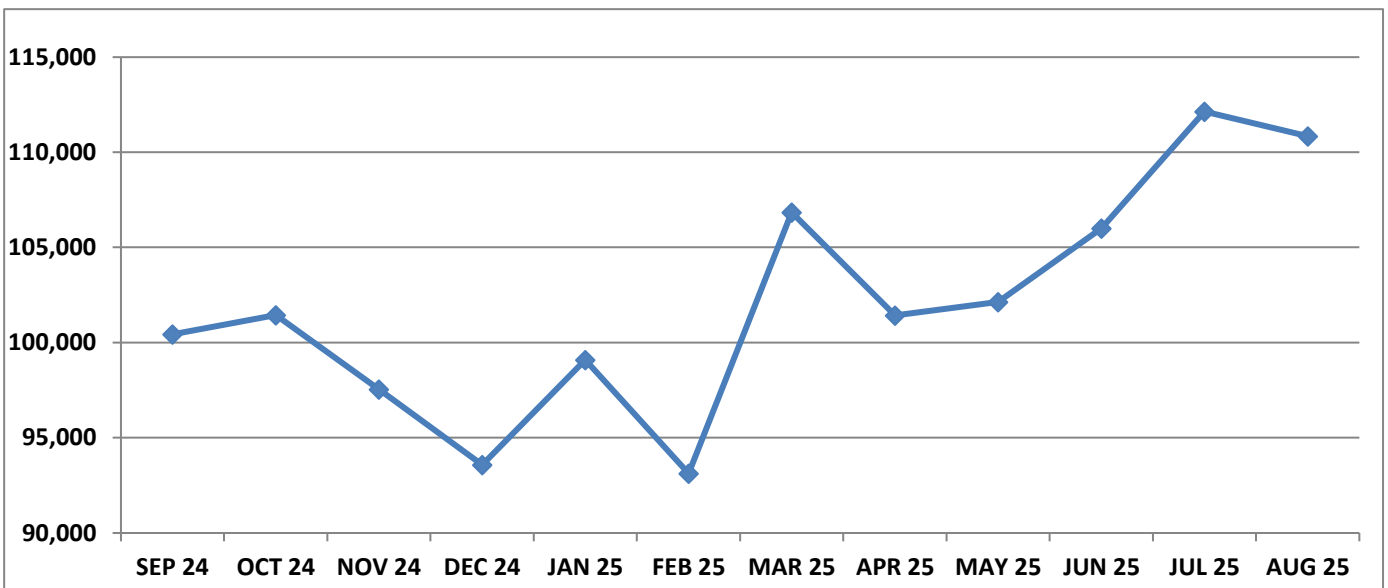
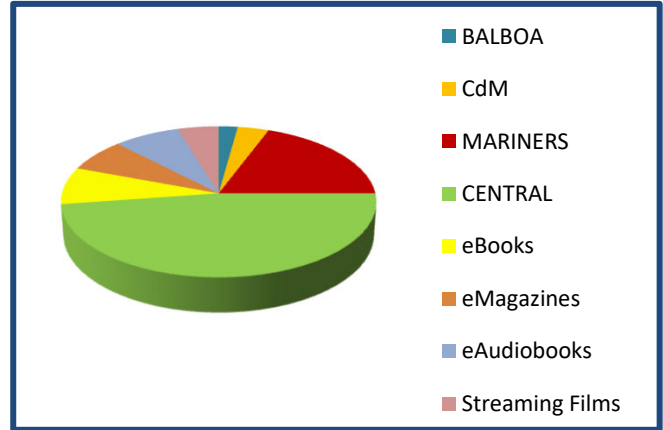
Today's Business Solutions Wireless (TBS): Average Usage Per Patron (MB) 2025-2026

Location	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Average	Total
Balboa	536	1012											774	1548
CdM	718	999											859	1717
Mariners	1580	1570											1575	3150
Central	1300	1580											1440	2880
Total	4135	5161											4648	9296

NEWPORT BEACH PUBLIC LIBRARY - AUGUST 2025

CIRCULATION

	AUG 25	YTD 25/26	YTD 24/25
BALBOA	2,403	5,198	6,185
CdM	3,961	8,065	8,288
MARINERS	21,337	42,728	41,156
CENTRAL	52,895	107,946	108,268
eBooks	8,821	17,682	16,880
eMagazines	7,819	14,803	9,076
eAudiobooks	8,407	16,788	15,099
Streaming Films	5,205	9,781	6,716
TOTAL	110,848	222,991	211,668

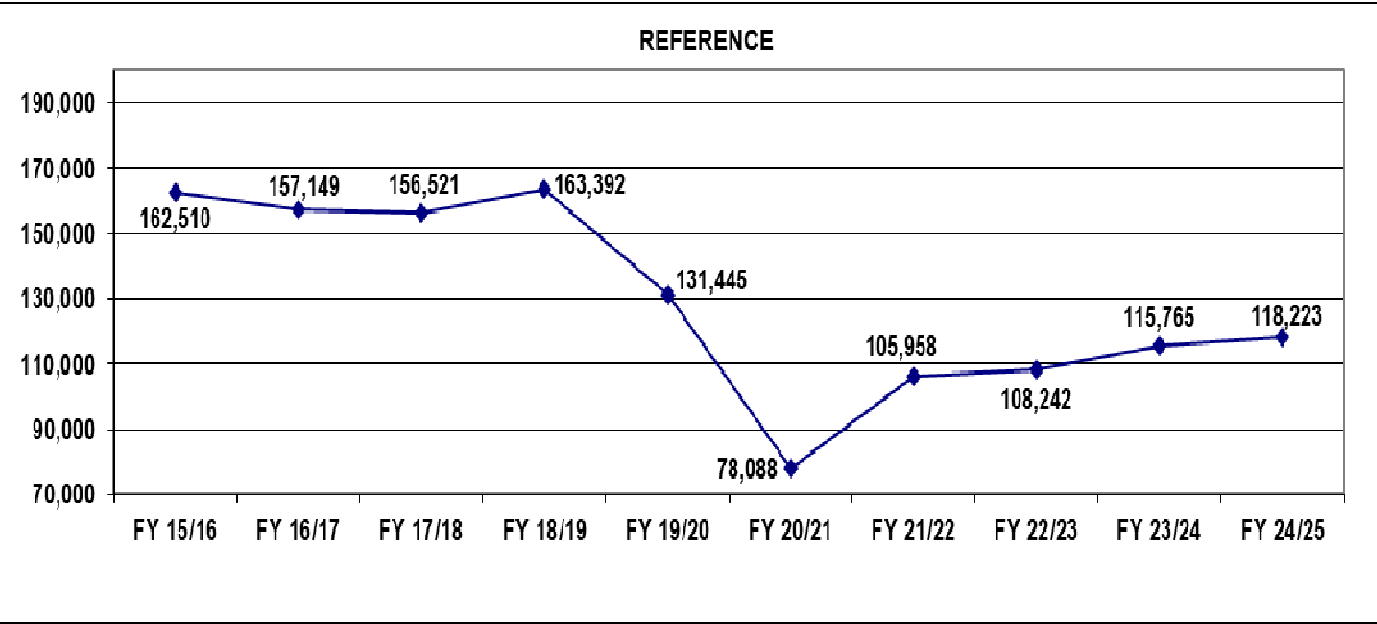
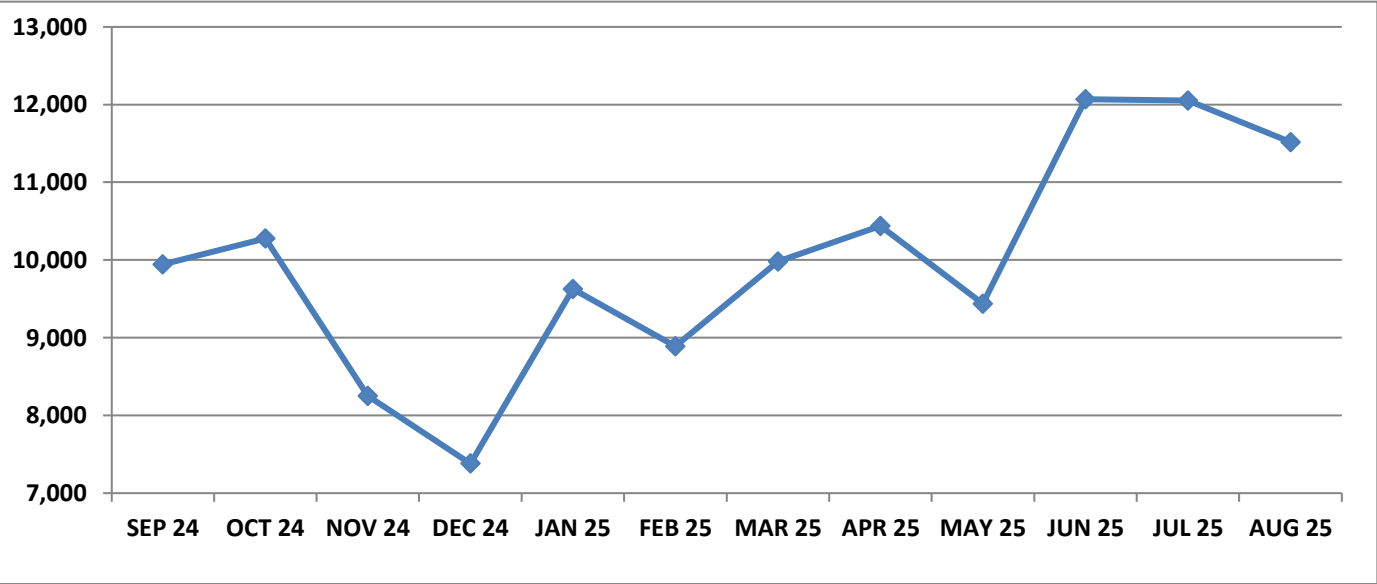
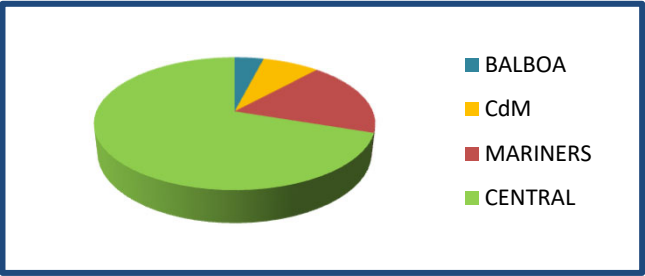


NEWPORT BEACH PUBLIC LIBRARY - AUGUST 2025
REFERENCE

BALBOA
CdM
MARINERS
CENTRAL

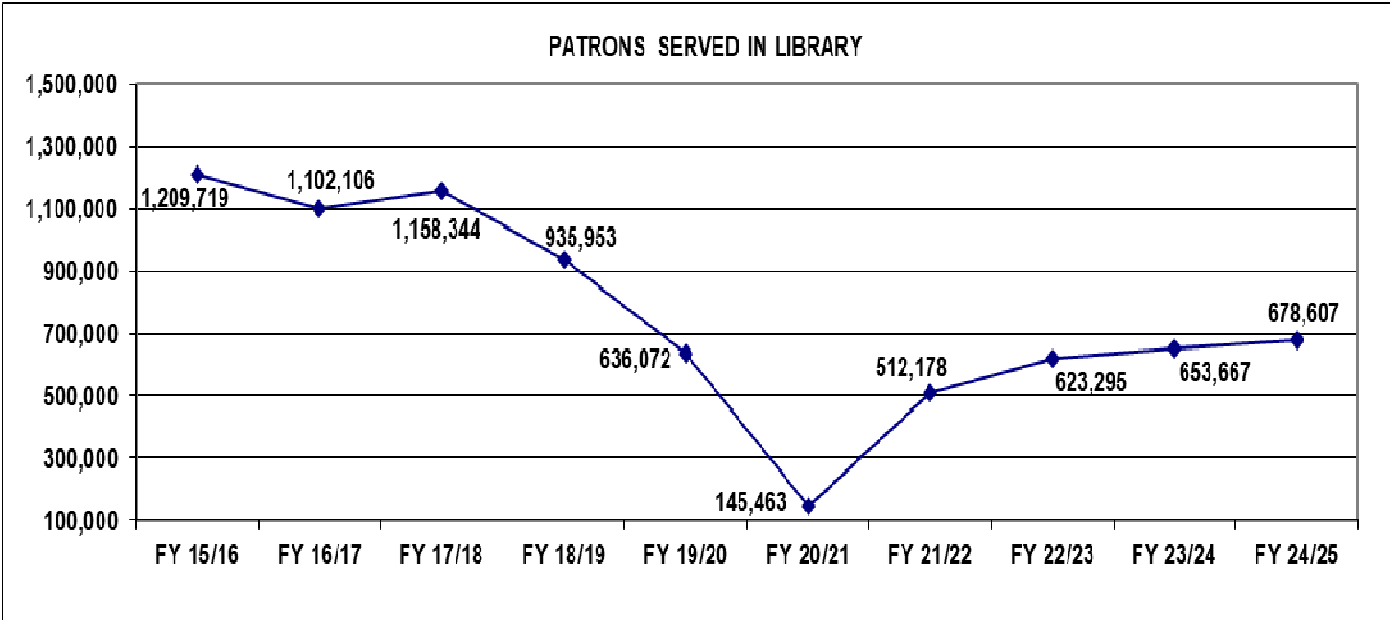
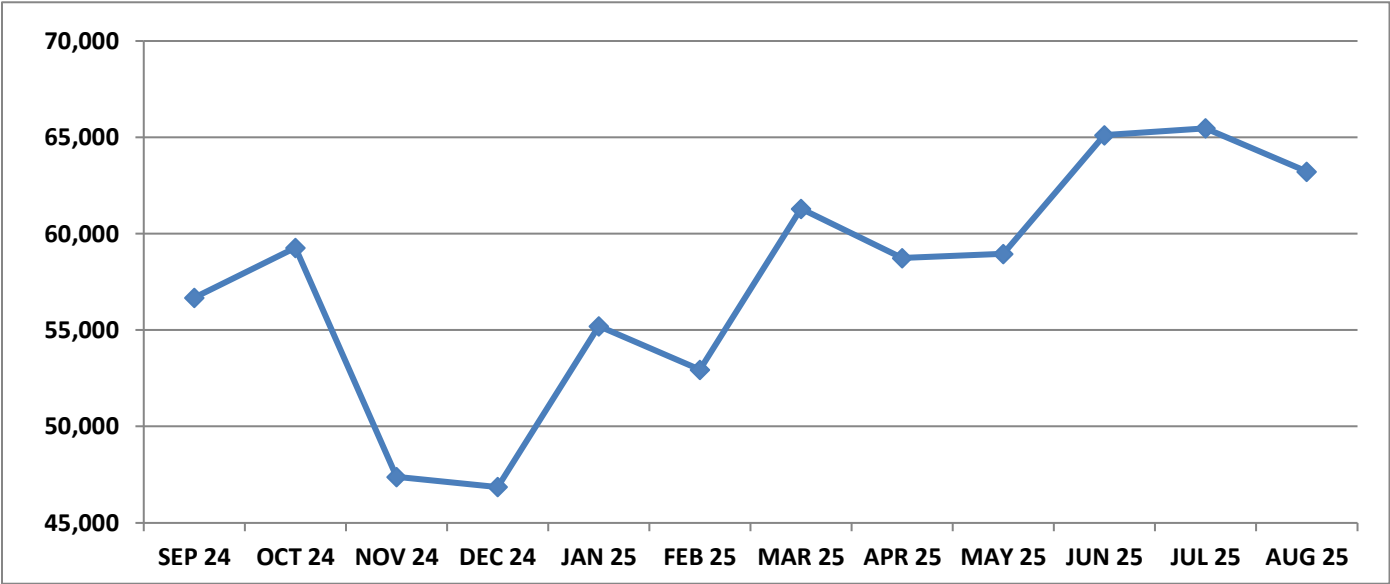
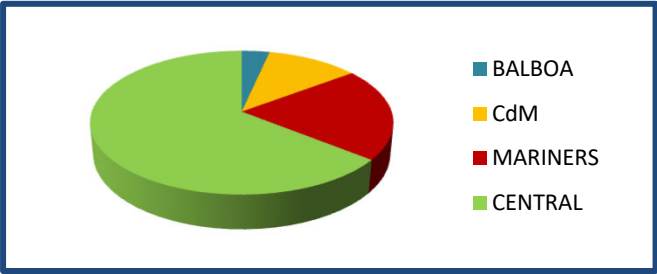
TOTAL

AUG 25	YTD 25/26	YTD 24/25
460	916	863
900	2,094	1,512
2,109	4,488	4,418
8,049	16,071	15,138
11,518	23,569	21,931



NEWPORT BEACH PUBLIC LIBRARY - AUGUST 2025 PATRONS SERVED

	AUG 25	YTD 25/26	YTD 24/25
BALBOA	2,180	4,666	5,223
CdM	7,180	15,115	7,433
MARINERS	13,202	25,318	23,228
CENTRAL	40,662	83,599	80,258
TOTAL	63,224	128,698	116,142



NEWPORT BEACH PUBLIC LIBRARY - AUGUST 2025 PROGRAM ATTENDANCE

	AUG 25	YTD 25/26	YTD 24/25
BALBOA	203	914	926
CdM	1,940	3,465	2,666
MARINERS	1,775	4,270	3,806
CENTRAL	10,796	19,311	19,923
TOTAL	14,714	27,960	27,321

